

## Says

What have we heard them say?
What can we imagine them saying?

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

THEY WANT A

RELATIONSHIP

WITH SELLER

BETTER



**Thinks** 

WE CAN
HEAR THEM
SAYING THAT
ITS A GOOD
PRODUCT

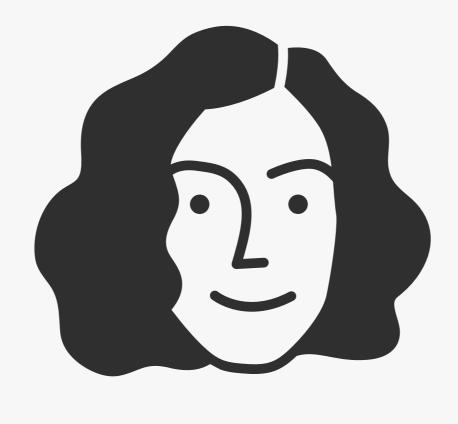
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WE CAN HEAR
THEM SAYING
THEIR OPINION
ABOUT THE
PRODUCT

WE CAN
IMAGINE
THEM TO SAY
POSITIVE
FEEDBACKS

OTHER
THOUGHTS
MIGHT
INFLUENCE
THEIR BEHAVIOR
IN BOTH WAYS

THEY NEED SOME
KIND OF FRIENDLY
CONVERSATION
ABOUT THE
PRODUCT WITH
THE BUYER



## **I REVOLUATION**

Short summary of the I Revoluation

WE OBSERVED COMMUNICATION BEHAVIOR WE CAN
OBSERVED
OTHERS
OPINION AND
BEHAVIORS

WE CAN IMAGINE
THEM DOING
GREAT WITH
OUR PRODUCT
AND THINGS

THEY FEAR
ABOUT THE
PRICE AND ITS
EXPENSIVES
COST

SELFISHNESS
KIND OF
FEELINGS CAN
INFLUENCE
THEIR BEHAVIOR

THEY HAVE
FRUSTRATIONS
DUE TO THE
PRODUCT OR
THINGS THE
CAN'T BUY



## Does

What behavior have we observed? What can we imagine them doing?



**Feels** 

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

